

Ch 2, Data Analytics: Drawing Conclusions, Part 1

Data (Informatics, p 73 & 82)

1. Define data (p 73).

Data is made up of facts and statistics. Raw facts have no context to them, so you cannot make much sense of the, or giving them any meaning. To understand and make meaning of your data, you need to process it, converting it something useful: information.

Primary & secondary data, p 82-91

2. Distinguish between primary & secondary data. List some strengths and weaknesses of both.

Primary data is the facts that the researcher has collected directly to answer a specific question. Secondary data has been collected and interpreted by someone other than the researcher.

Quantitative and qualitative data, p 85

3. Distinguish between qualitative & quantitative data. List some strengths and weaknesses of both.

Qualitative data is expressed in words because it is concerned with feelings, personal views and experiences, and opinions. Qualitative data is more difficult to analyse statistically because it is subjective and needs to be coded to be scored.

Quantitative data is concerned with numbers and measurements. It is easily analysed in larger quantities and can be compared with historical data. However, it is not personal and it isn't concerned with feelings.

4. How can qualitative data be more easily processed?

Qualitative data will be easily processed if instead of giving the participants the chance to describe their entire view on the topic, instead they will be able to have a variety of options.

Coding qualitative data, p 86

5. What techniques are used to collect quantitative data?

Quantitative data is collected using techniques such as online questionnaires that features Likert scales, multiple-choice dropdowns and/or radio buttons. It takes highly structured, digital and numeric form. This makes it easy to score, process and this convert into information. it is n not very difficult to unlock the potential value of quantitative data.

6. How do you transform qualitative data into useful information?

Qualitative data can be transformed by interpreting and coding it into a summarised form tht will helps to analyse it appropriately.

Case Study: Ready Set Go! GYM, read this case study.

7. What is meant by descriptive coding?

Descriptive coding can reduce the original wordiness to more manageable form using freely chosen summary terms.

8. What is the role of a rubric?

A rubric is a descriptive grading criteria that corresponds with a code.